The girl you can't forget

ANOTHER

PACEMAKER

FROM THE COCA-COLA COMPANY

Recognize her?

She keeps in her capable hands the character and personality of the *whole store* where she welcomes fountain guests.

She's the *queen* of the fountain . . . a trim little Miss (or Mrs.) who holds open house at America's most popular gathering place.*

She's neat and nice, spic and span . . . with faultless manicure and flawless manners. She speaks with a smile that's as warm as the summer sun.

**We know that a lot of men fill this important function, too . . . but even they would rather watch a woman. Purely for demonstration purposes, then, let's concentrate on the girl . . . not the guy . . . you can't forget.*

She's a winsome woman who worries about a hair out of place or a seam out of line. She's a *female*, bless her, and . . .

Above all, *she's a lady*—as she goes about her important job, or as she lives her full life away from work.

In short, she's you. She's the girl you are "after hours" . . . *the girl you can't forget.*

The house she keeps...

You never catch *this* girl
off guard. She's ready for guests
anytime—with a place for
everything, and everything in its
place. No dust, no dirt,
no left-over clues from
departed company to mar the
shine and sparkle
of her domain.

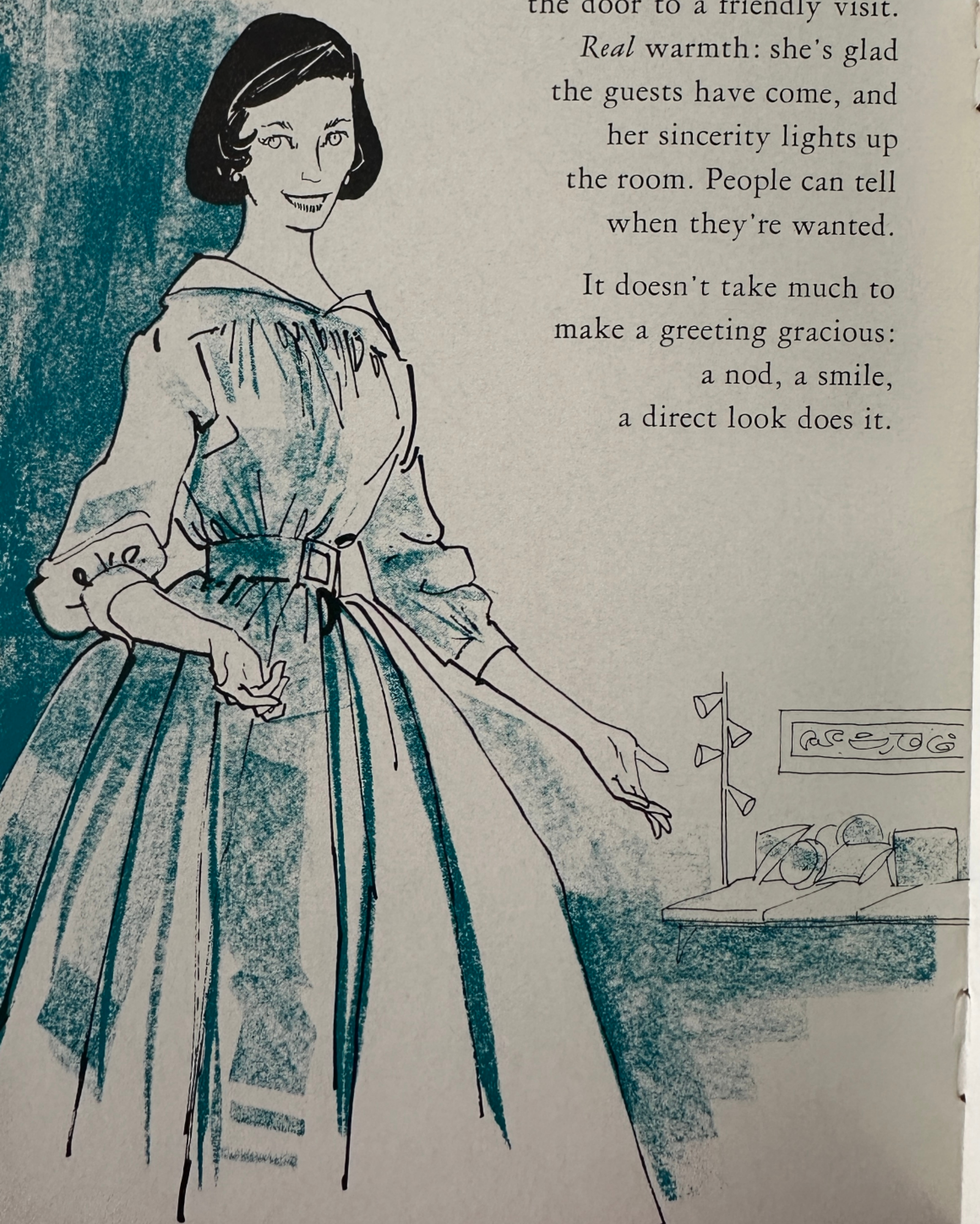
A lazy Louise would be lost back here. Because people are choosy about where they eat and drink, the mere sight of your shining fountain makes them feel at home, ready to relax and refresh.

It takes a ready eye and a willing elbow to keep the place shining like a set of sterling, but it all seems worth-while when you see *your* pride reflected in a customer's smile.

When company comes...

A warm "hello" opens
the door to a friendly visit.
Real warmth: she's glad
the guests have come, and
her sincerity lights up
the room. People can tell
when they're wanted.

It doesn't take much to
make a greeting gracious:
a nod, a smile,
a direct look does it.



CUSTOMERS like to be noticed, too. The same "Hello. May I serve you?" that works its charm in the living room pays dividends at the fountain.

And when other orders for other customers have you too busy to stop, a simple "be with you in a moment" eases irritation, protects tempers and good will.

Service is an art...

It's a series of little things that sets a hostess apart:

- How she anticipates her guests' needs
- How she passes a platter
- The attention she pays to detail

BECAUSE fountain customers are in a hurry, you give them a menu in a hurry . . .

. . . make sure they have water, napkins, salt and pepper and sauces in reach

. . . take orders promptly, and write them down to make sure they're right

. . . when they're in doubt, you have a ready suggestion of "what's good"

Won't you have another?

PROUD of her preparations, and eager to see her guests enjoy them, the lady of the house passes the tray again and again. She's interested in how many of her special treats a visitor can sample and enjoy, not how few.

It's a *paying proposition* at the fountain. Customers appreciate your help in deciding what they want . . . and it all adds up to more profit for the store, bigger tips for you.

When a customer orders one of your food specialties, suggest a refreshing (and profitable) "large Coke," then a piece of pie . . . with ice cream, of course.

This is "trading-up" with suggestion selling . . . and in addition to the profit potential involved, it's just plain *fun* to sell something a customer didn't even know he wanted.

Specialty of the house...

CALL it "class" if you will.
Something about the *service* makes it a
pleasure to accept an invitation here.

A *paying guest* deserves even more:

- His whole party served at one time, not separately
- Food and beverage served together
- Hot foods hot, cold drinks cold
- Spill-proof care in setting down plates and glasses
- Sympathetic handling of any complaints.

The customer may not always be right, but he's *always a guest!*

And when it's time to go...

A lot of "come again"
is said in a
pleasant "good-bye."

RELAXED and refreshed at your hands, the customer is anxious to be off. He needs a check . . . and quickly, please. The proper tally, totalled twice. Change counted out, to get it right. Then . . . the warm, the welcoming "Come back again." He will.

Rate yourself—

1. As a fountain attendant, you're
   ☐ *just another order-taker* ☐ *hostess in the show-case of the store*

2. The way you look and act
   ☐ *is nobody's business* ☐ *means success or failure for your fountain*

3. A sparkling clean fountain
   ☐ *is too much trouble* ☐ *invites customers*

4. Paying courteous attention to customers
   ☐ *is a frivolous waste of time* ☐ *makes them feel welcome and wanted*

5. Prompt and efficient service
   ☐ *keeps you on the run* ☐ *shows your "class" as a hostess*

6. "Trading-up" with suggestion selling
   ☐ *is not your job* ☐ *pleases customers, ups check-size* and tips

7. Foods and beverages should be served
   ☐ *the easiest way possible* ☐ *the way customers like them best*

8. When a customer leaves, you should
   ☐ *breathe a sigh of relief* ☐ *invite him to "Come Again"*

9. All in all, the fountain is
   ☐ *just a place to work* ☐ *the "personality" department of your store*

10. And your job is
    ☐ *a way to earn a living* ☐ *important to your store* and *your customers*

If you checked the *second answer* to each question, you're the personality girl in the personality department of the modern store.

You're the perfect fountain attendant: It is to you . . . to

The girl you can't forget

that this booklet is respectfully dedicated.

Drink Coca-Cola

SIGN OF GOOD TASTE

LITHO IN U. S. A. 9-57—FSP-105